

# ORDER



KMGH

<b>Orders</b>	<b>Order / Rev:</b>	187327	<b>Primary AE:</b>	David Lombardo
	<b>Alt Order #:</b>		<b>Sales Office:</b>	EWSDC
	<b>Product Desc:</b>	Joe Coors for Congress CO-7	<b>Sales Region:</b>	NAT
	<b>Estimate:</b>	3465		
	<b>Flight Dates:</b>	10/23/12 - 10/29/12		
	<b>Original Date / Rev:</b>	10/22/12 / 10/22/12		
	<b>Order Type:</b>	GENERAL		
<b>Agency</b>	<b>Name:</b>	American Media Advocacy Group	<b>Billing Type:</b>	Cash
	<b>Buying Contact:</b>		<b>Billing Calendar:</b>	Broadcast
	<b>Billing Contact:</b>		<b>Billing Cycle:</b>	EOM/EOC
		815 Slaters Lane	<b>Agency Commission:</b>	15%
		Alexandria, VA 22314		
<b>Advertiser</b>	<b>Name:</b>	Congress/Joe Coors (R)	<b>New Business Thru:</b>	
	<b>Demographic:</b>	A25-54	<b>Order Separation:</b>	00:05:00
	<b>Product Codes:</b>	PL3-US House Rep	<b>Advertiser External ID:</b>	
	<b>Priority:</b>	PREEMPTIBLE	<b>Agency External ID:</b>	
	<b>Revenue Codes:</b>	POL, POL, CAND		

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	13	\$13,235.00	\$11,249.75
10/29/12	10/29/12	5	\$5,325.00	\$4,526.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	13	\$13,235.00	\$11,249.75	0.00
November 2012	5	\$5,325.00	\$4,526.25	0.00
<b>Totals</b>	<b>18</b>	<b>\$18,560.00</b>	<b>\$15,776.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Order Share	Share	Total
KMGH	15%	\$18,560.00
Market	100%	\$123,733.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBDI	0%	\$0.00
KCEC	0%	\$0.00
KCNC	19%	\$23,509.33
KDEN+	0%	\$0.00
KDVR+	22%	\$27,221.33
KFCT	0%	\$0.00
KMAS	0%	\$0.00
KPXC	0%	\$0.00
KRMA	0%	\$0.00
KRMT	0%	\$0.00
KTFD	0%	\$0.00
KTVB	3%	\$3,712.00
KUSA	38%	\$47,018.67
KWGN	3%	\$3,712.00
KWHD	0%	\$0.00
KZCO	0%	\$0.00

Order / Rev: 187327  
Alt Order #: \_\_\_\_\_  
Flight Dates: 10/23/12 - 10/29/12

Advertiser: Congress/Joe Coors (R)  
Product Desc: Joe Coors for Congress CO-7  
Estimate: 3465

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 1	KMGH	10/23/12	10/26/12	GMA M-F 7-9A / KMGH CA GMA M-F 7-9A		7A-9A	- TWTF--	:30	1	\$625.00	P3	0.00	NM	1	\$625.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
		Week: 10/22/12	10/28/12	-TWTF--		1	\$625.00		0.00							
N 2	KMGH	10/28/12	10/28/12	ABC GMA SUN GMA SUN	CA	Sun GMA	6A-7A	-----S	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
		Week: 10/22/12	10/28/12	-----S		1	\$300.00		0.00							
N 3	KMGH	10/29/12	10/29/12	GMA M-F 7-9A / KMGH CA GMA M-F 7-9A		7A-9A	M-----	:30	1	\$625.00	P3	0.00	NM	1	\$625.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
		Week: 10/29/12	11/04/12	M-----		1	\$625.00		0.00							
N 4	KMGH	10/23/12	10/26/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm	- TWTF--	:30	4	\$600.00	P2	0.00	NM	4	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
		Week: 10/22/12	10/28/12	-TWTF--		4	\$600.00		0.00							
N 5	KMGH	10/29/12	10/29/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm	M-----	:30	1	\$600.00	P2	0.00	NM	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
		Week: 10/29/12	11/04/12	M-----		1	\$600.00		0.00							
N 6	KMGH	10/23/12	10/26/12	5-530P News M-F/KMGH CA 5-530P News		5P-530P	- TWTF--	:30	1	\$1,125.00	P2	0.00	NM	1	\$1,125.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
		Week: 10/22/12	10/28/12	-TWTF--		1	\$1,125.00		0.00							
N 7	KMGH	10/29/12	10/29/12	5-530P News M-F/KMGH CA 5-530P News		5P-530P	M-----	:30	1	\$1,125.00	P2	0.00	NM	1	\$1,125.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
		Week: 10/29/12	11/04/12	M-----		1	\$1,125.00		0.00							
N 8	KMGH	10/28/12	10/28/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P	-----S	:30	1	\$525.00	P3	0.00	NM	1	\$525.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
		Week: 10/22/12	10/28/12	-----S		1	\$525.00		0.00							
N 9	KMGH	10/23/12	10/26/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	- TWTF--	:30	1	\$2,360.00	P2	0.00	NM	1	\$2,360.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
		Week: 10/22/12	10/28/12	-TWTF--		1	\$2,360.00		0.00							
N 10	KMGH	10/29/12	10/29/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	M-----	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
		Week: 10/29/12	11/04/12	M-----		1	\$1,500.00		0.00							
N 11	KMGH	10/23/12	10/26/12	Nightline Nightline	CA	1037P-1103P	- TWTF--	:30	4	\$1,475.00	P1	0.00	NM	4	\$5,900.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
		Week: 10/22/12	10/28/12	-TWTF--		4	\$1,475.00		0.00							
N 12	KMGH	10/29/12	10/29/12	Nightline Nightline	CA	1037P-1103P	M-----	:30	1	\$1,475.00	P1	0.00	NM	1	\$1,475.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
		Week: 10/29/12	11/04/12	M-----		1	\$1,475.00		0.00							

Totals 18 \$18,560.00